

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

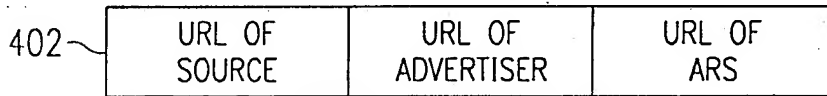


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

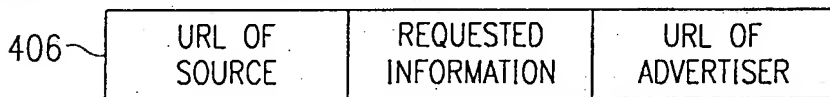


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

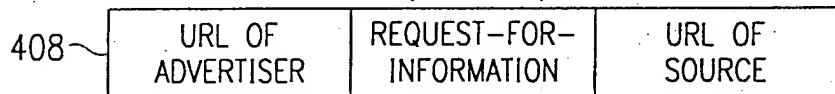


FIG. 4e

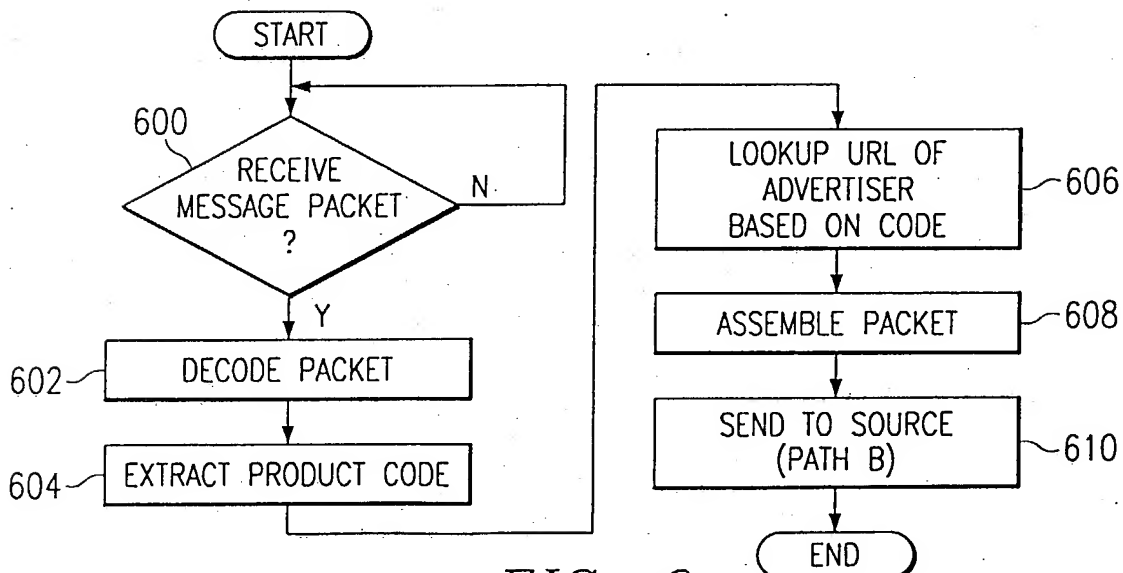


FIG. 6

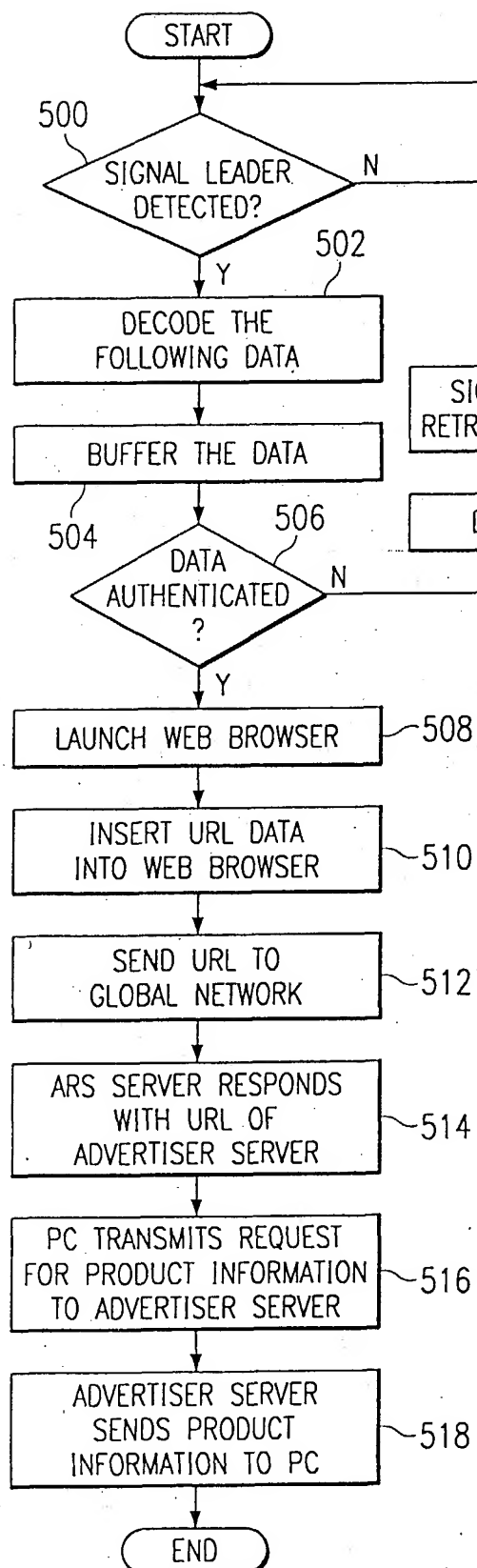


FIG. 5

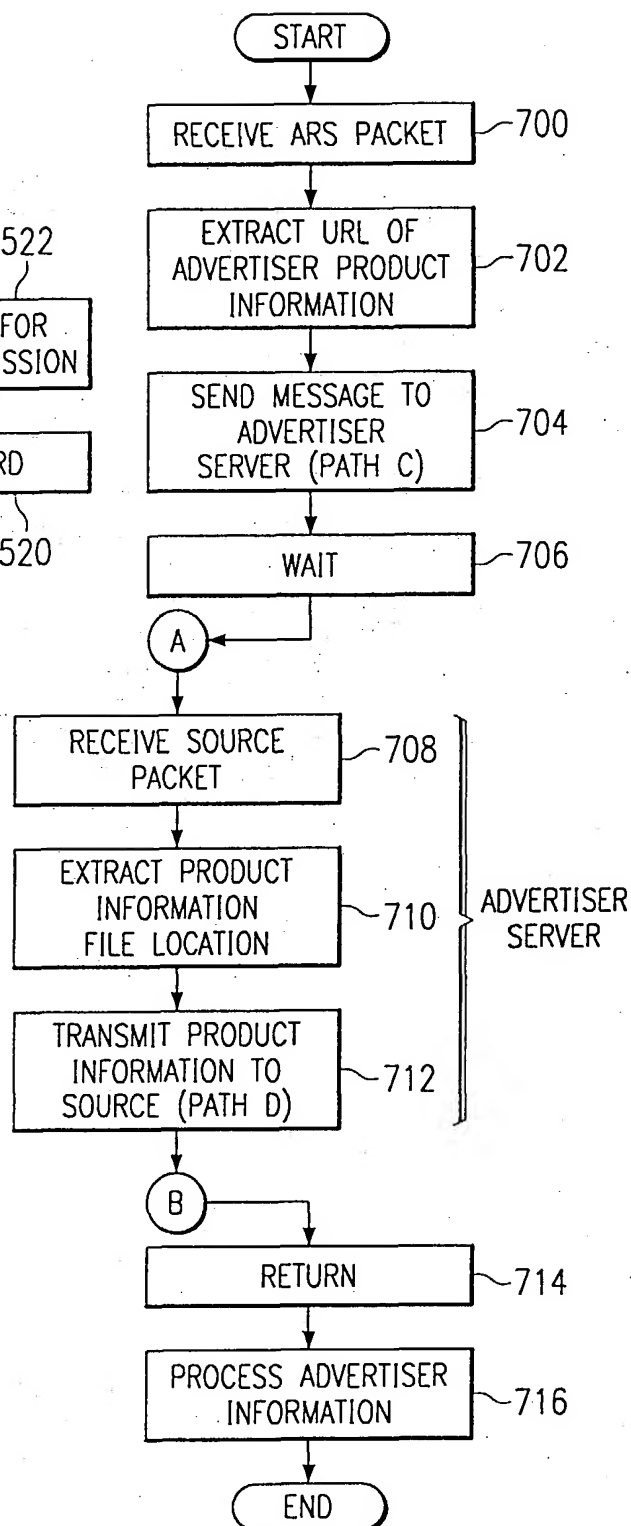


FIG. 7

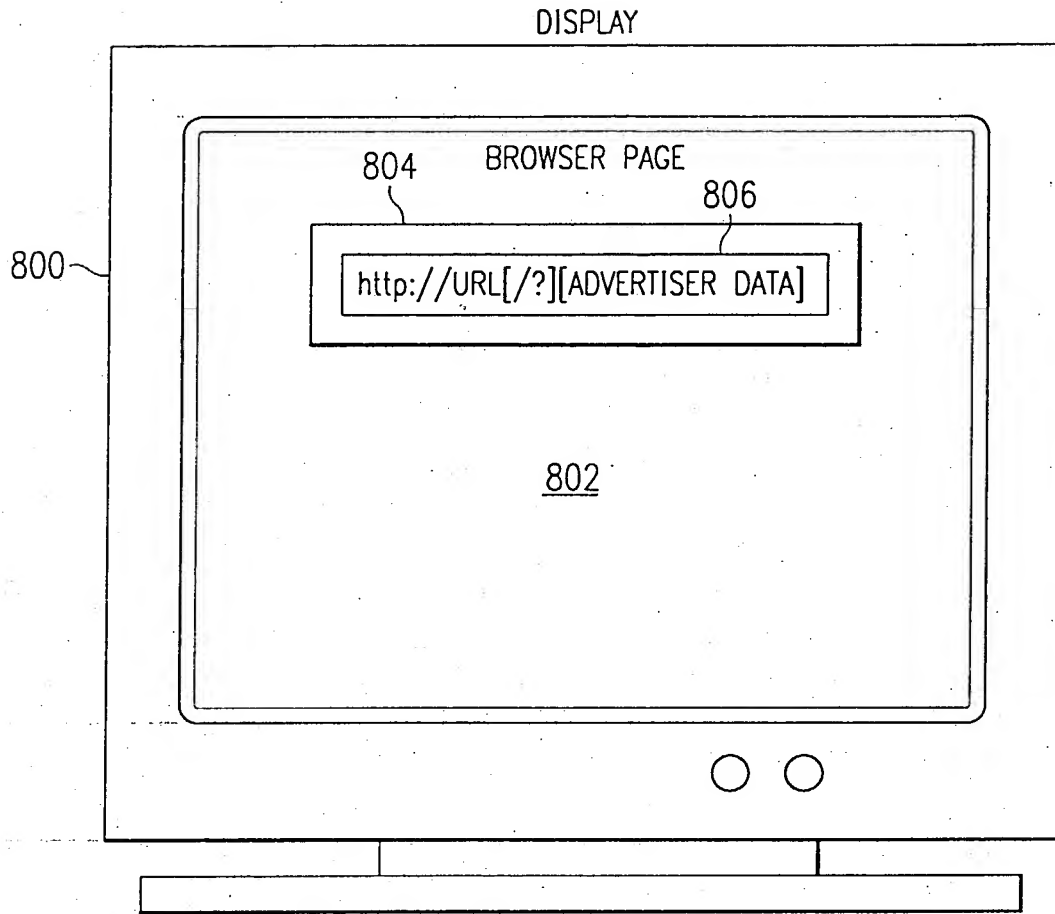


FIG. 8

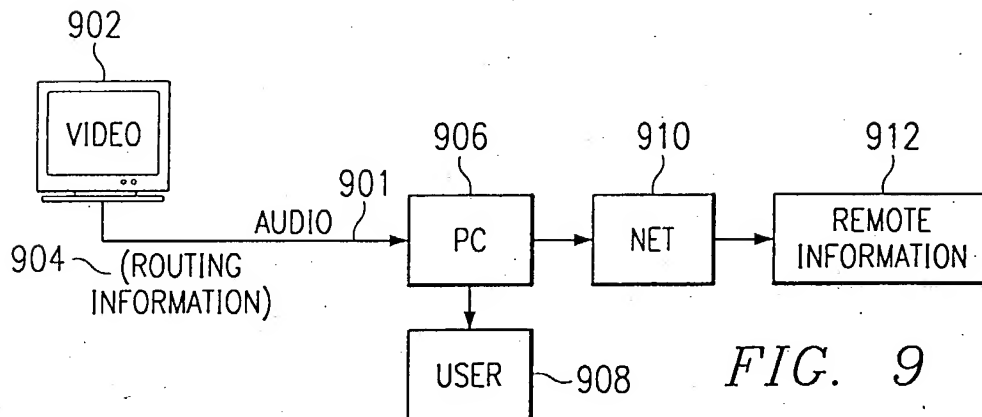
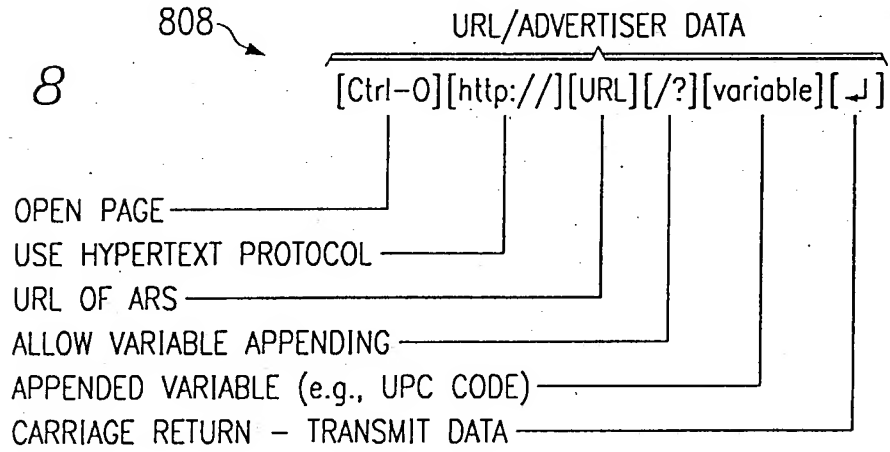
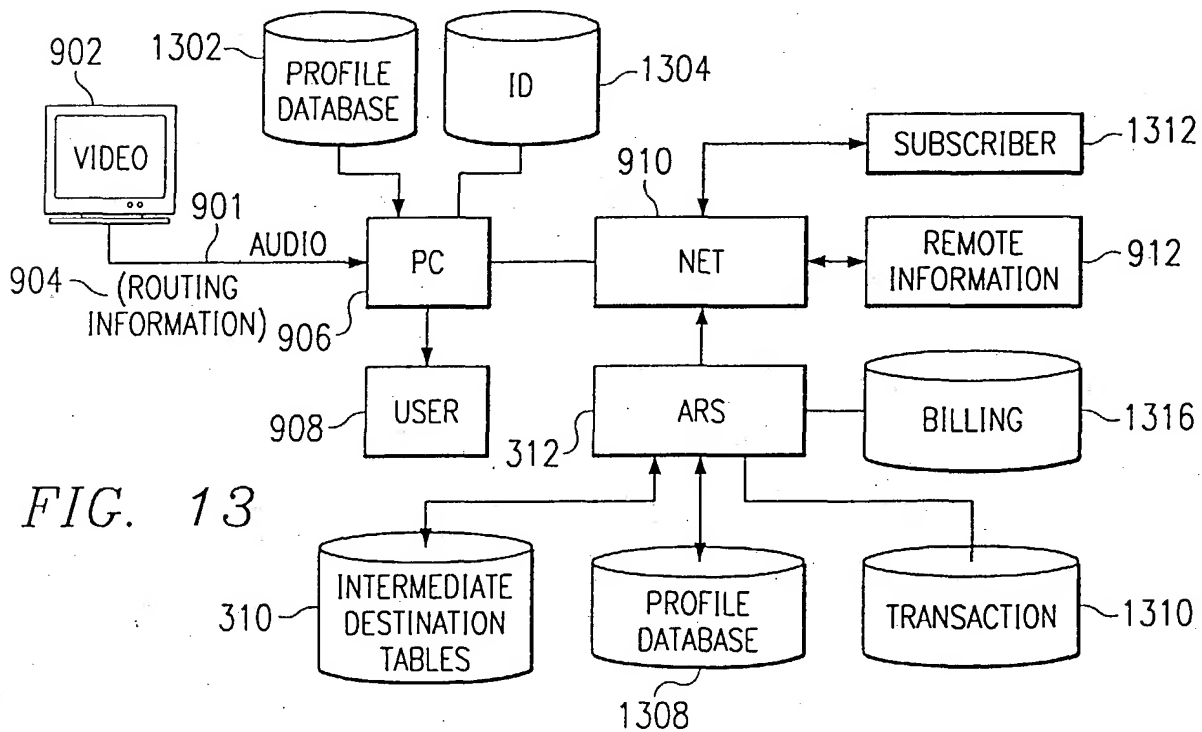
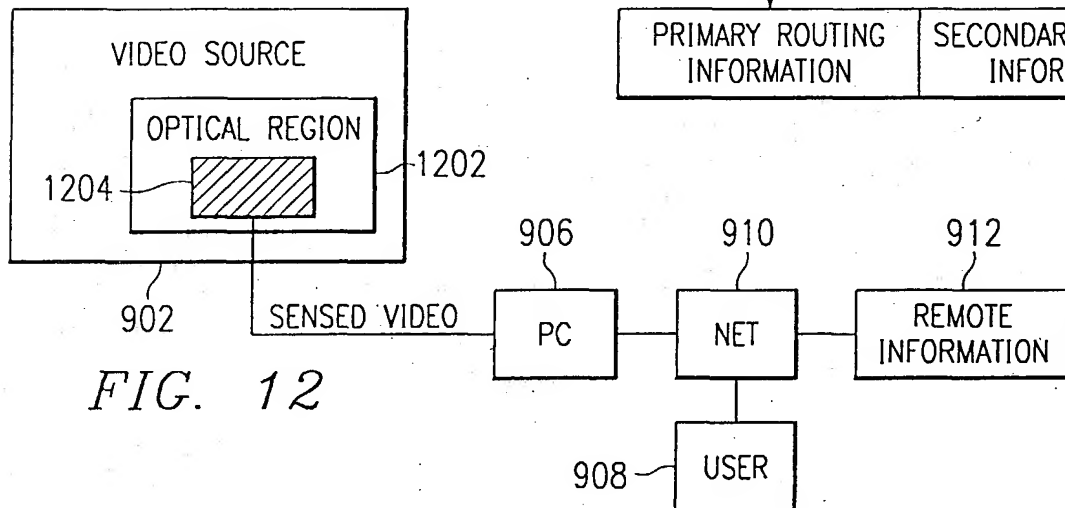
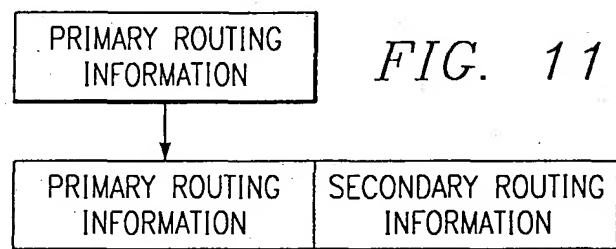
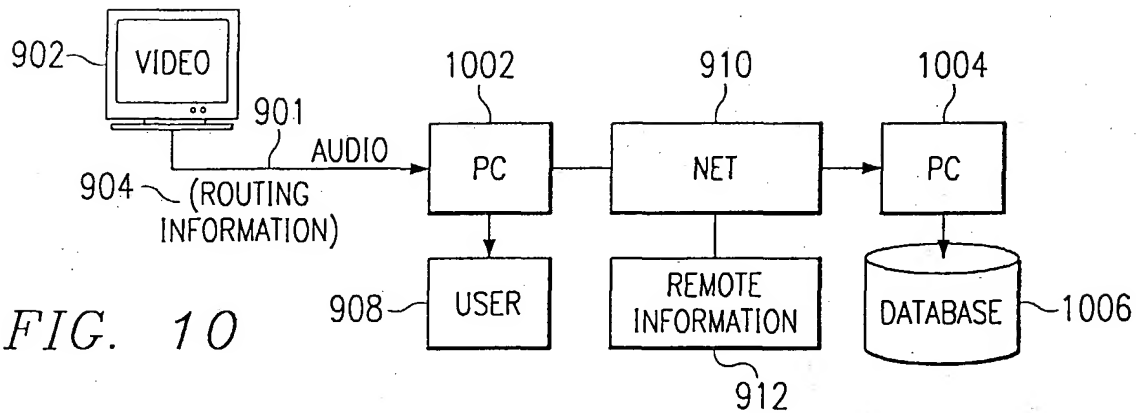


FIG. 9



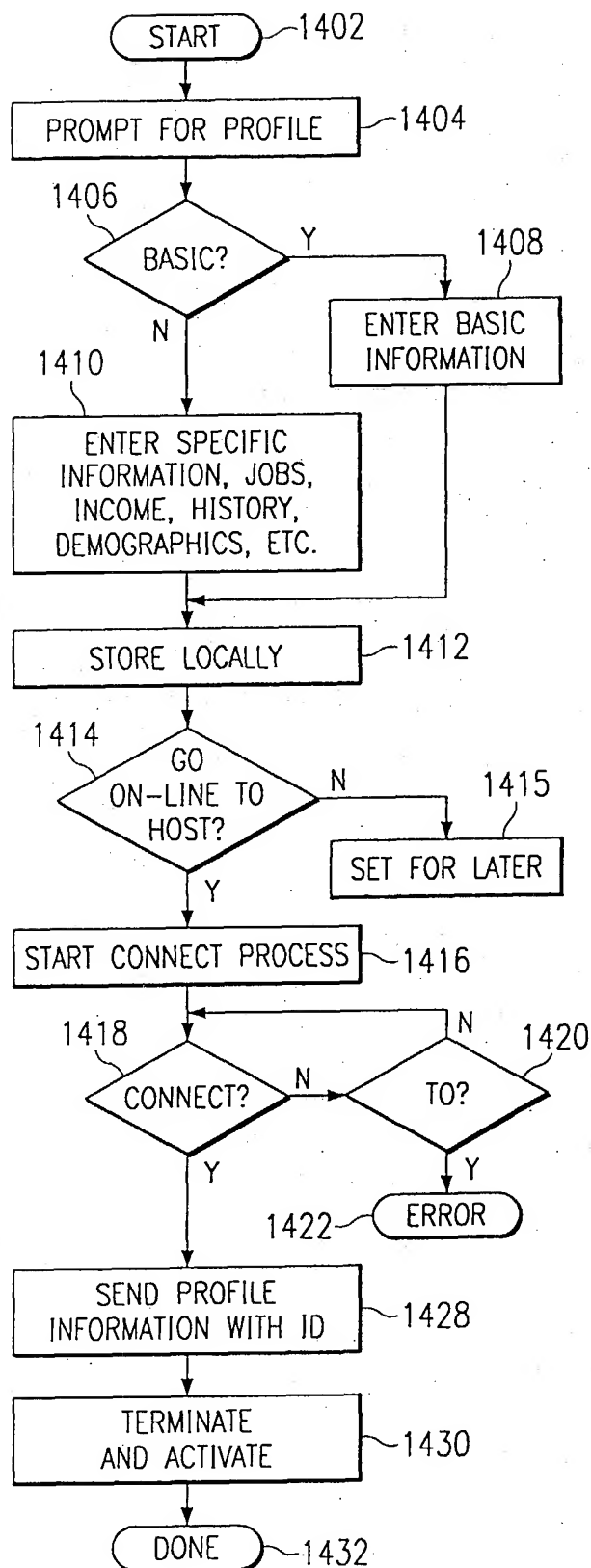


FIG. 14

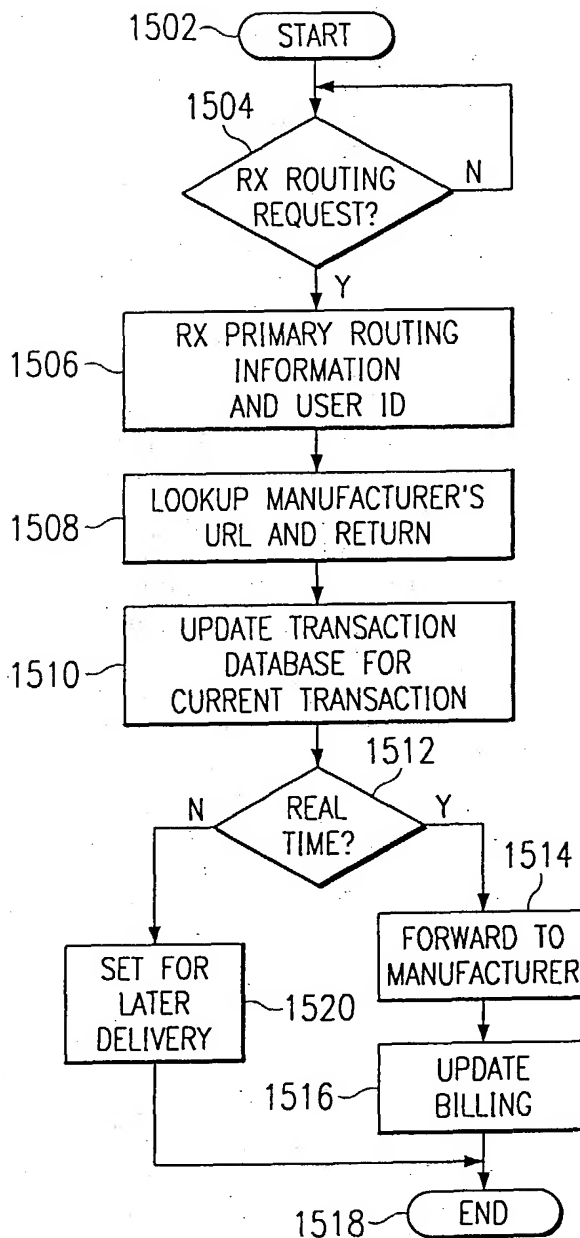


FIG. 15

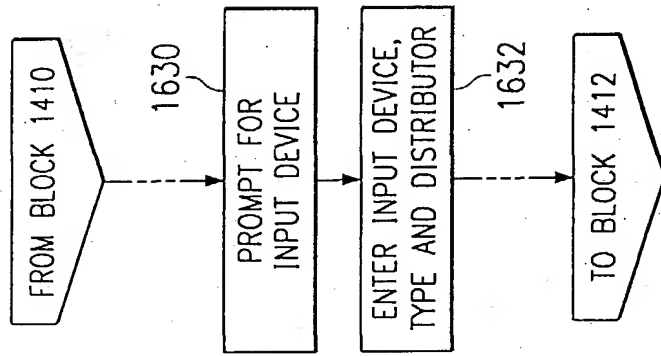


FIG. 16a

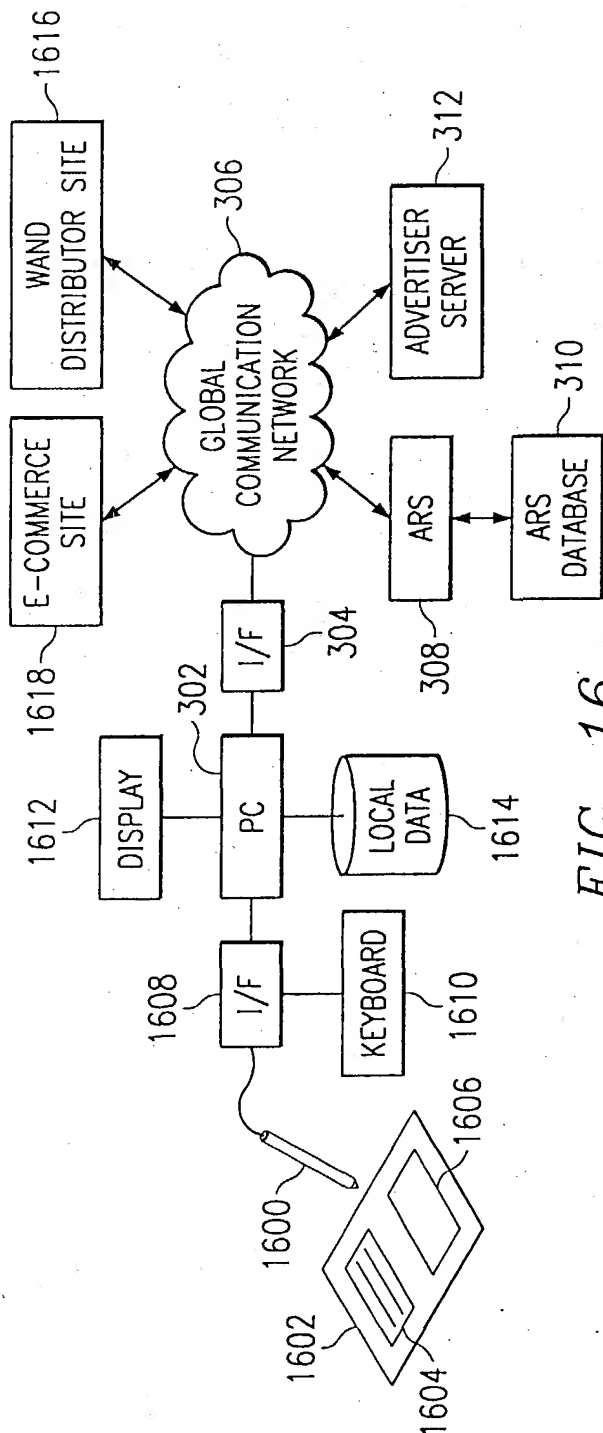


FIG. 16

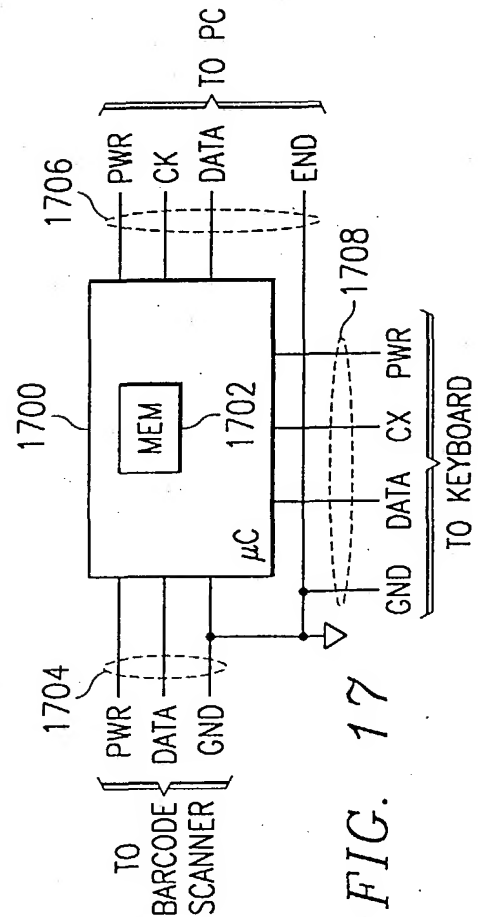


FIG. 17

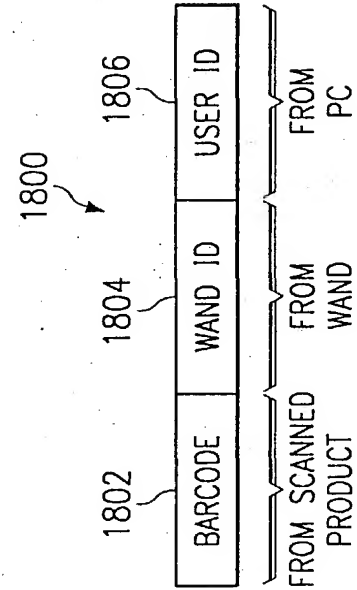
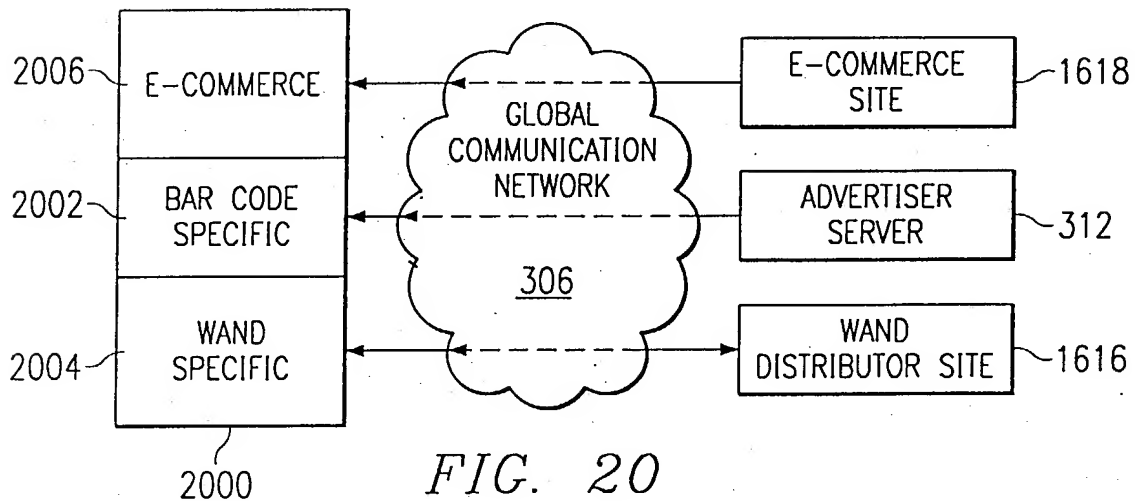
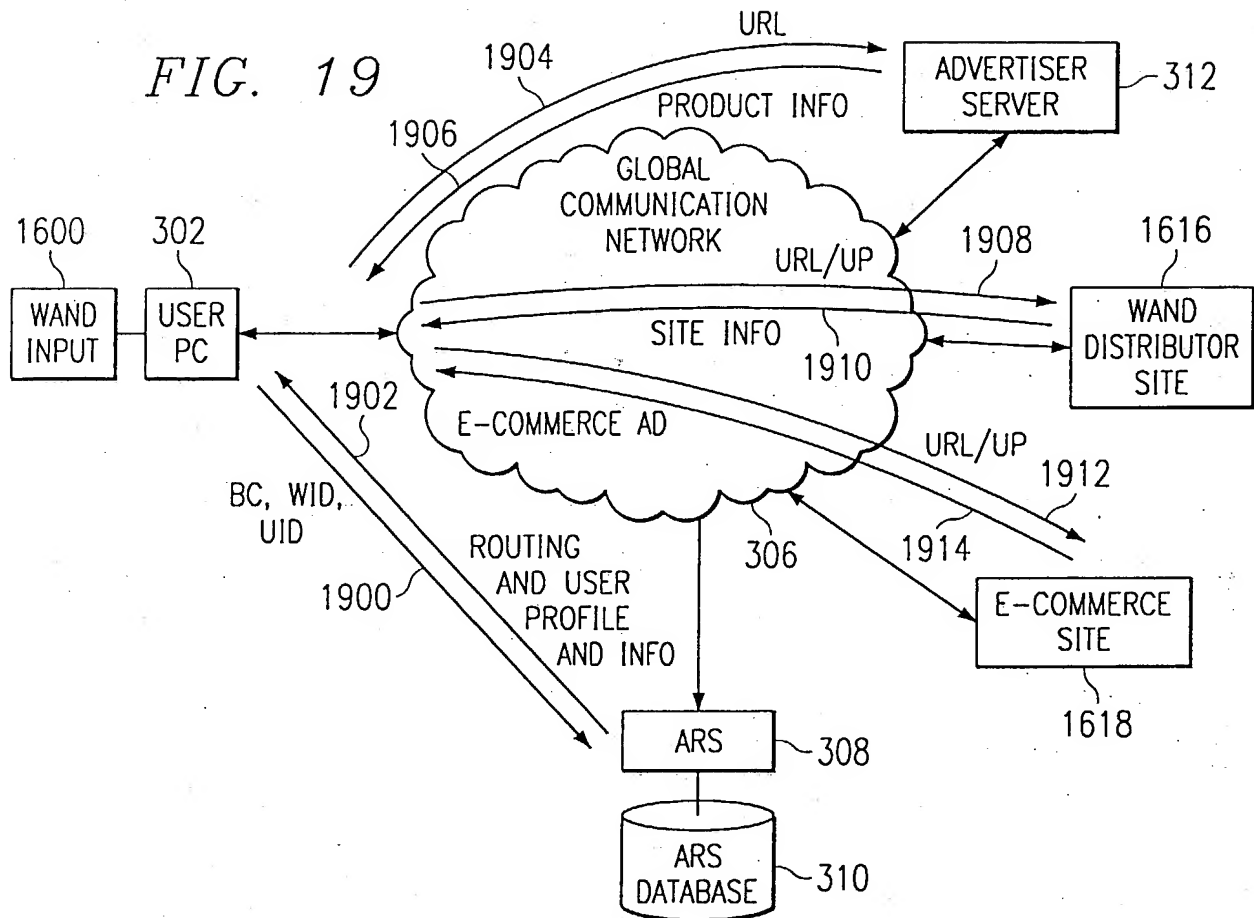


FIG. 18



2102		2104		2106		2108	
PRODUCT		WAND		USER		E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE		BC	INFO

FIG. 21

2100

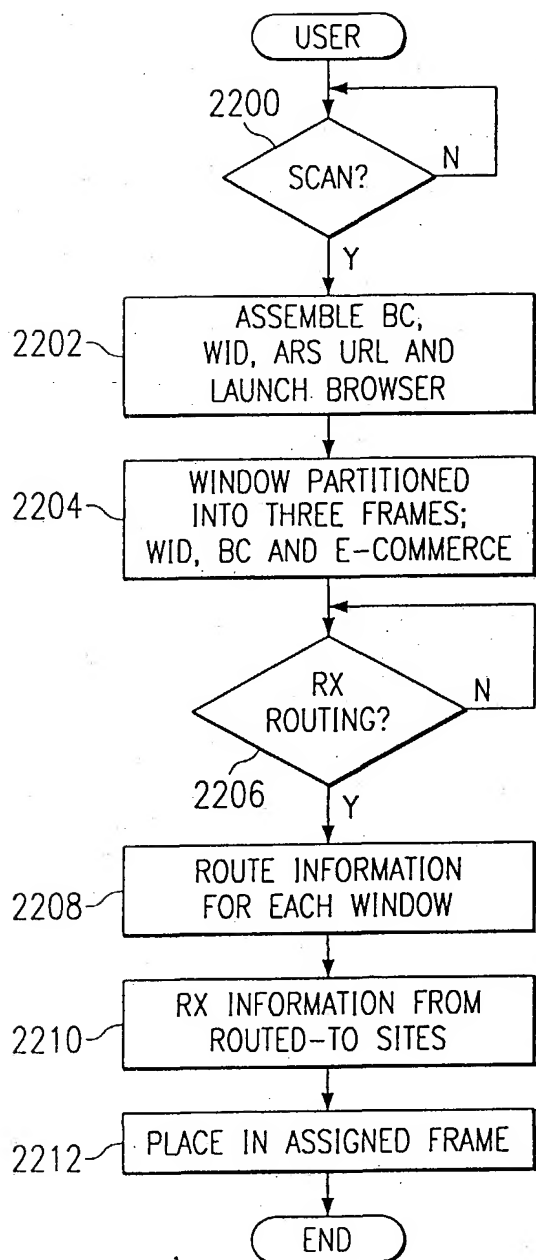


FIG. 22

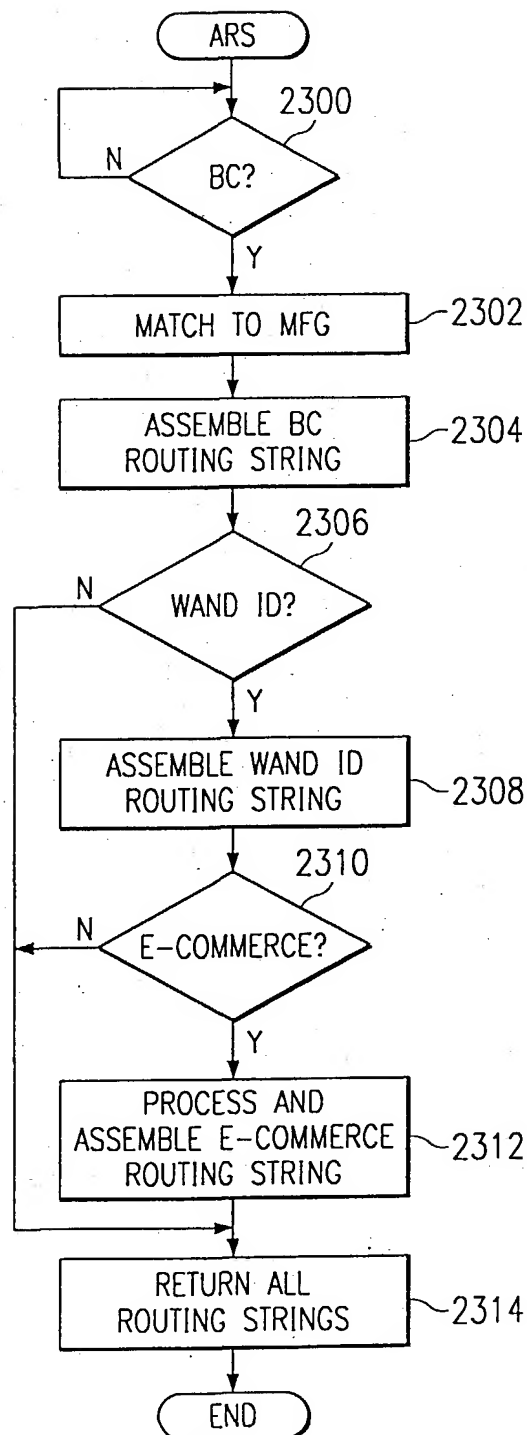


FIG. 23

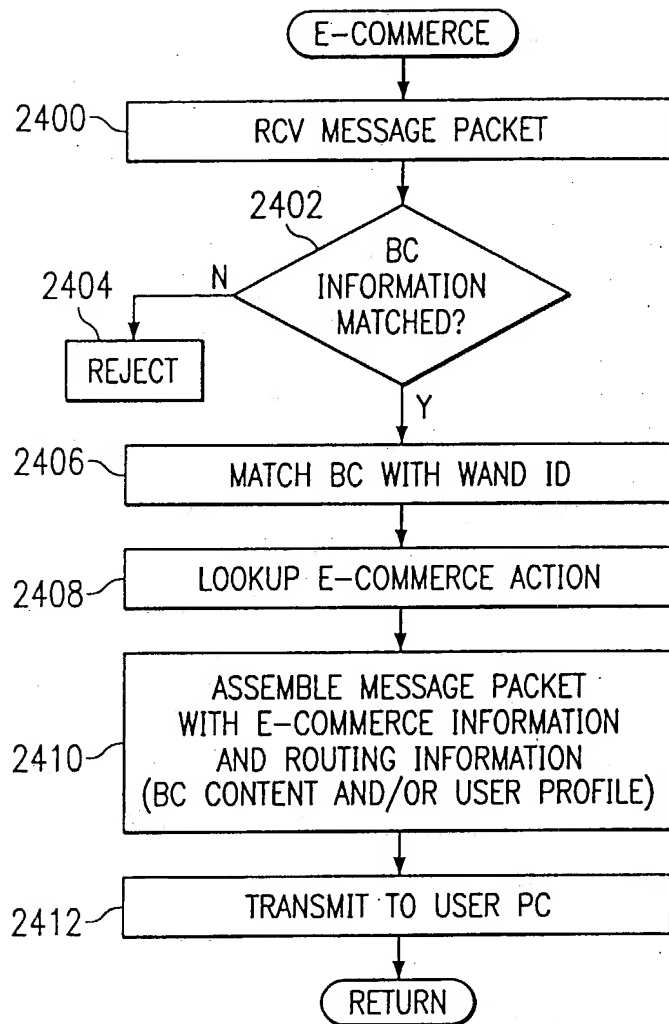


FIG. 24

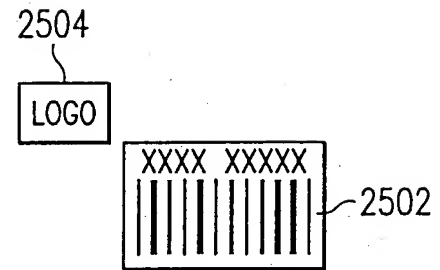


FIG. 25a

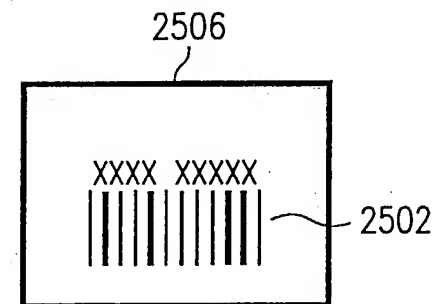


FIG. 25b

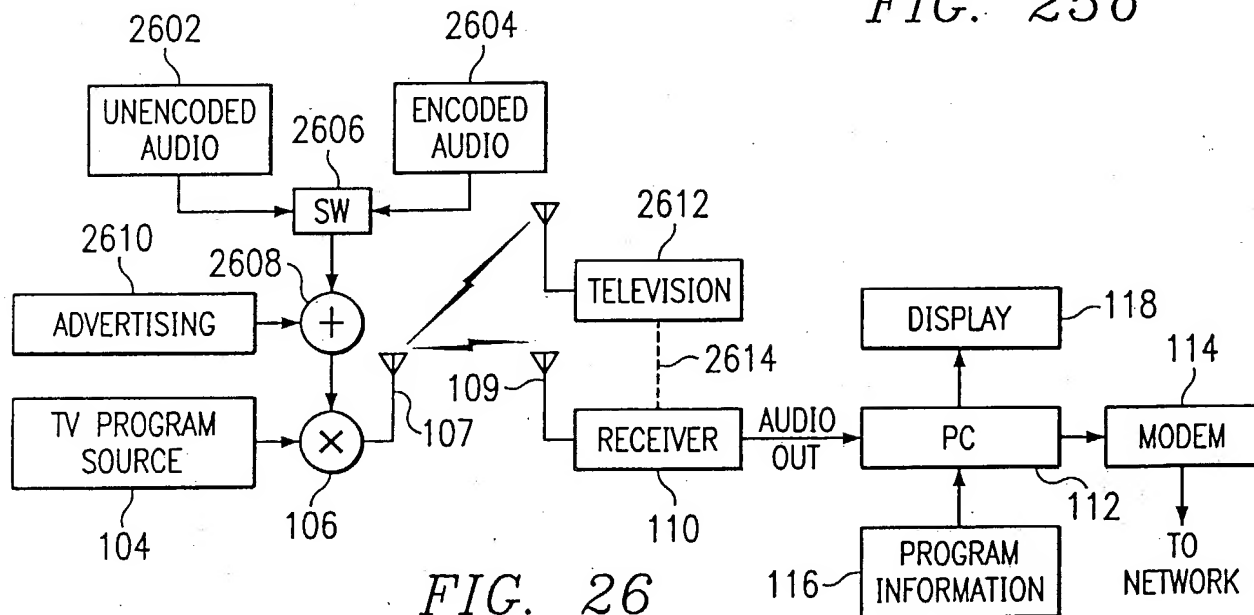


FIG. 26

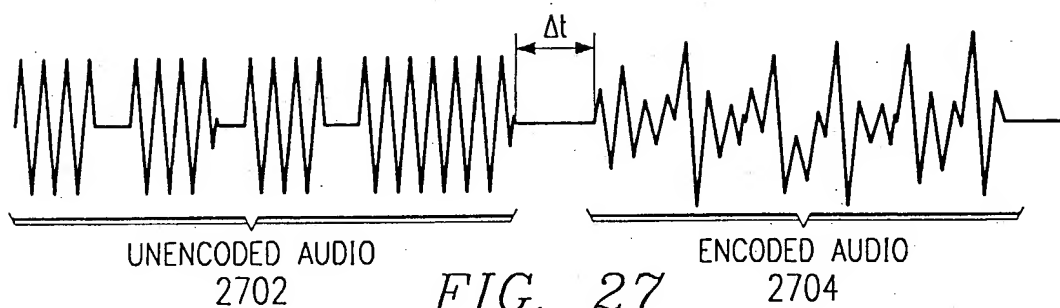


FIG. 27

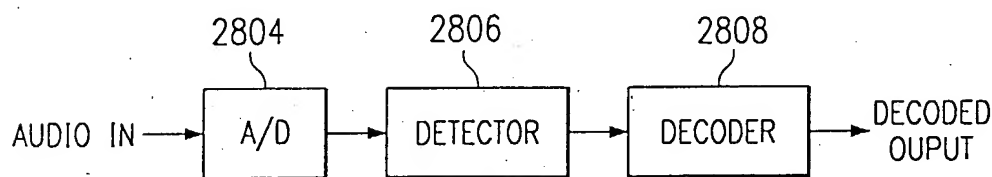


FIG. 28

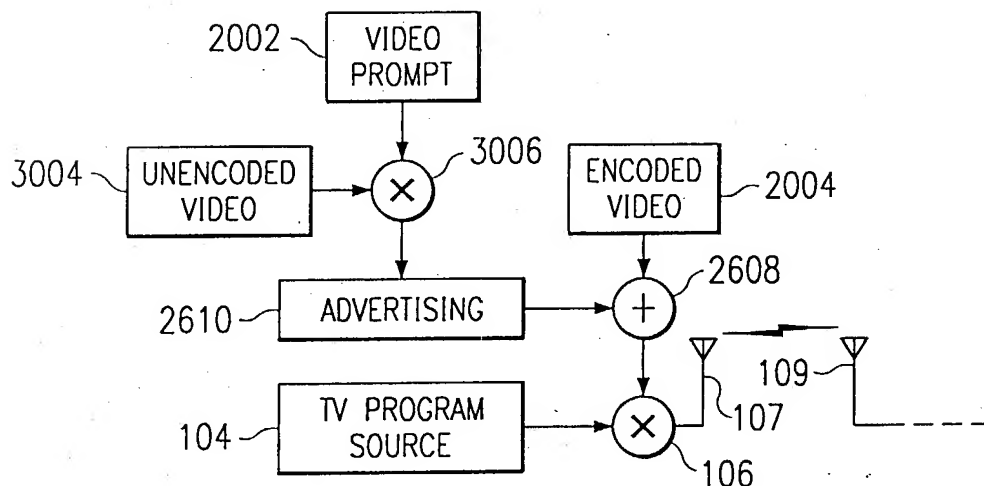


FIG. 30

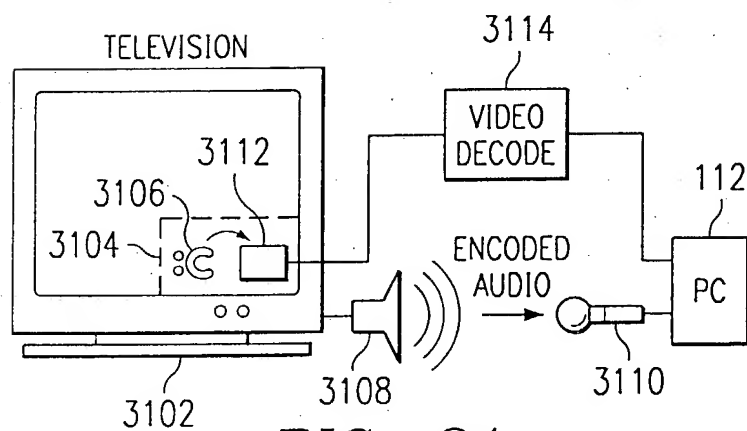


FIG. 31

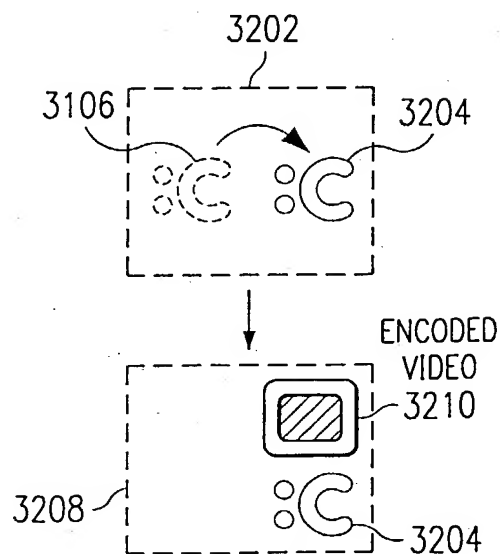


FIG. 32

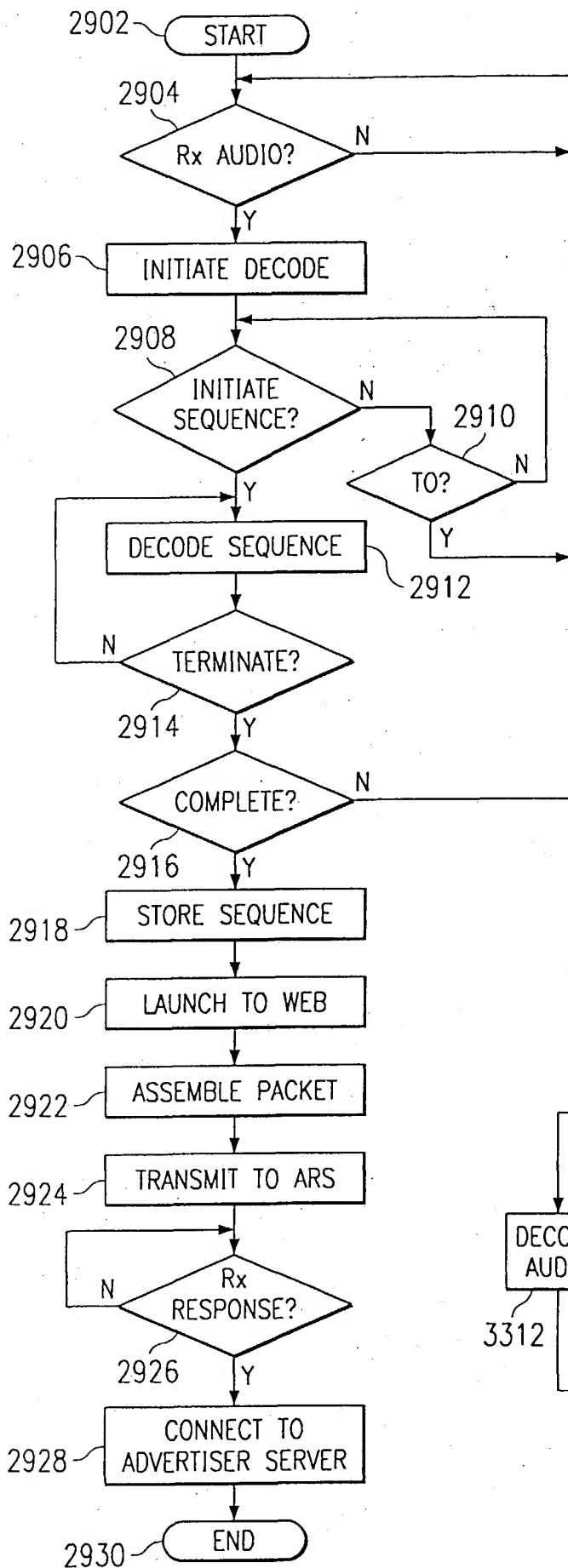


FIG. 29

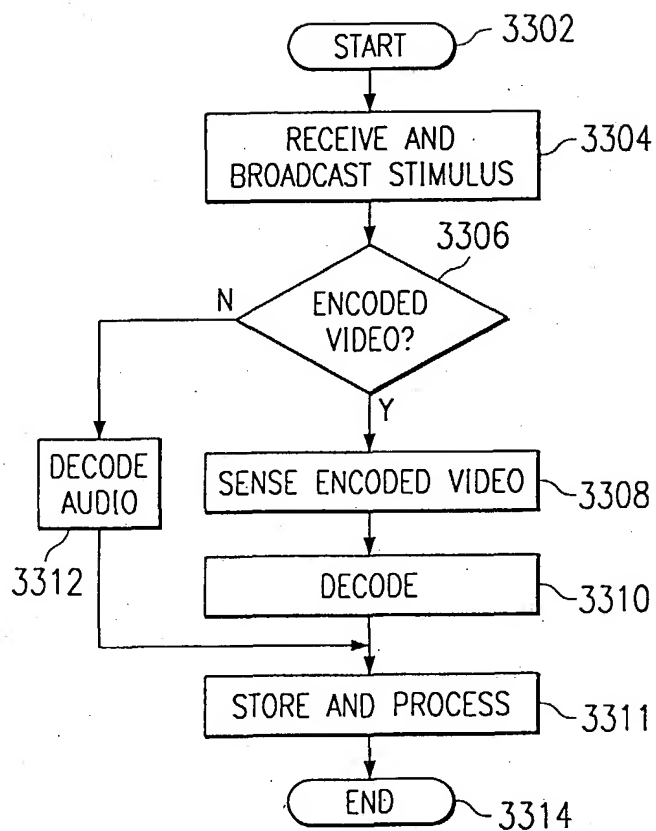


FIG. 33